

ASSEMBLY BILL

No. 2203

Introduced by Assembly Member Eggman

February 18, 2016

An act to add Chapter 11 (commencing with Section 11999) to Part 1 of Division 3 of Title 2 of the Government Code, relating to state government.

LEGISLATIVE COUNSEL'S DIGEST

AB 2203, as introduced, Eggman. Department of Customer Service: establishment.

Existing law establishes in state government the Government Operations Agency, headed by the Secretary of Government Operations. The secretary is required to review the operations and evaluate the performance of each department, office, or other unit within the agency and seek to continually improve, among other things, the operating policies and the management of information systems of those entities within the agency. The agency includes, among other state government entities, the Department of General Services and the Department of Technology.

This bill would establish, within the Government Operations Agency, the Department of Customer Service to be headed by a Director of Customer Service, who would be appointed by, and serve at the pleasure of, the Governor. The bill would require the director to engage the agency to promote an understanding of customer service and ensure the agency is making administrative decisions that serve customer needs. The bill would further require the director to, among other things, advise the Governor on the strategic development and management of state customer service programs, and consult with the Director of Technology,

the Director of General Services, and the Director of Finance to establish customer service goals for state information technology. The bill would specifically require the director to annually report to the Director of Finance and specific committees of the Legislature regarding the cost savings achieved through improvements to customer service within the Government Operations Agency that were implemented by the department, and would further require the director to annually report on the customer service performance of the agency. The bill would require all state entities to reasonably cooperate with the requests of the director that relate to the duties of the director and the department. The bill would make related legislative findings.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. It is the intent of the Legislature that this act
2 establish a Department of Customer Service, headed by a Director
3 of Customer Service, that develops and implements strategies to
4 improve the customer service experience, in various capacities,
5 throughout the Government Operations Agency and state
6 government.

7 SEC. 2. Chapter 11 (commencing with Section 11999) is added
8 to Part 1 of Division 3 of Title 2 of the Government Code, to read:

9
10 CHAPTER 11. DEPARTMENT OF CUSTOMER SERVICE

11
12 Article 1. Department of Customer Service

13
14 11999. (a) There is in state government, within the Government
15 Operations Agency, the Department of Customer Service.

16 (b) The Director of Customer Service shall serve as the head of
17 the Department of Customer Service and shall be appointed by,
18 and serve at the pleasure of, the Governor.

19 11999.5. For purposes of this chapter, the following terms shall
20 have the following meanings:

- 21 (a) "Agency" means the Government Operations Agency.
- 22 (b) "Department" means the Department of Customer Service.
- 23 (c) "Director" means the Director of Customer Service.

1 11999.10. The director shall engage the agency to promote an
2 understanding of customer service and ensure the agency is making
3 administrative decisions that serve customer needs.

4 11999.15. The director shall do all of the following:

5 (a) Advise the Governor on the strategic development and
6 management of state customer service programs.

7 (b) Develop and manage a customer service program within the
8 agency that captures both annual and transactional feedback in a
9 unified and standardized platform to improve an understanding of
10 customer service and allows the agency to take action on that data.

11 (c) Develop and implement the ideal customer experience for
12 new and existing products and services provided by the agency.

13 (d) Develop and manage an employee program within the
14 agency to capture and analyze employee feedback regarding
15 customer service that fosters employee retention, recruitment,
16 engagement, and productivity.

17 (e) Utilize both qualitative and quantitative customer feedback
18 to identify best customer service practices for the agency.

19 (f) Develop a mechanism to give customers of the agency the
20 opportunity to provide real-time feedback through the Internet,
21 telephone, and in-person communication.

22 (g) Create a strong, customer-centric culture complete with
23 accountability and ownership at all levels of the agency.

24 (h) Establish performance management and improvement
25 processes to ensure state customer service and state customer
26 service systems are efficient and effective.

27 (i) Consult with the Director of Technology, the Director of
28 General Services, and the Director of Finance to establish customer
29 service goals for state information technology.

30 (j) Develop and manage a strategy to improve the delivery of a
31 positive customer service experience across information
32 technology, human resources, and procurement functions of the
33 agency.

34 (k) Improve organizational capacity in the effective management
35 of customer service initiatives within the agency.

36 (l) Consult with the Secretary of Government Operations and
37 the heads of entities within the agency to ensure the integration of
38 customer service initiatives and compliance with information
39 technology policies and standards for the effective management
40 of information technology services within the agency.

1 11999.20 The director shall supervise and manage the Office
2 of Digital Services.

3 11999.25. (a) On or before January 1, 2018, and annually
4 thereafter, the director shall transmit a written report to the Director
5 of Finance, in the manner directed by the Director of Finance, the
6 cost savings achieved through improvements to customer service
7 within the agency that were implemented by the department.

8 (b) Within 30 days of reporting to the Director of Finance as
9 required by subdivision (a), the department shall transmit a copy
10 of the report to the Joint Legislative Budget Committee, the Senate
11 Committee on Appropriations, the Senate Committee on Budget
12 and Fiscal Review, the Assembly Committee on Appropriations,
13 and the Assembly Committee on Budget, or any successor
14 committee.

15 11999.30. The director, in consultation with the Director of
16 Technology, shall produce an annual customer service strategic
17 plan that shall guide state agencies and departments. State agencies
18 shall cooperate with the development of this plan.

19 11999.35. (a) The director shall annually prepare a written
20 report on the customer service performance of the agency that
21 includes, but is not limited to, an assessment on the progress of
22 the agency on all of the following:

- 23 (1) Delivering improved customer service.
- 24 (2) Reducing and avoiding costs and risks associated with the
25 acquisition, development, implementation, management, and
26 operation of information technology assets.
- 27 (3) Enhancing the security, reliability, and quality of information
28 technology networks, services, and systems.
- 29 (4) Improving the information technology procurement process.

30 (b) The director shall post the report required by subdivision
31 (a) on the Internet Web site of the department.

32 11999.40. All state entities shall reasonably cooperate with the
33 requests of the director that relate to the duties of the director and
34 the department.